

Start with “Why”: Creating Purpose Driven Special Events

St. Paul – October 24
Franklin – October 26
Ashland – November 8



Agenda

- 10 a.m. **Welcome and Introductions**
 - Goals and Objectives
 - Host community welcome and event brief
 - Ice Breaker
- 10:45 a.m. **Before the Event – Ideation and Work Planning**
 - Planning Steps
 - “Start with Why”
- 11:45 am **Working Lunch**
 - Activity – Developing a New Special Event
- 12:30 **Report on Lunch Activity**
- 12:45 **During the Event**
 - Maximize your Impacts and Efforts
- 1:15 **After the Event**
 - Evaluation and Improvement
- 2:00 **Adjourn and Tour of the Host Community**

Learning objectives:

- To think strategically about events, before, during, and after;
- How to evaluate events for strategic improvement, deletion, or handing off to a partner organization; and
- Successful event ideas that connect to your organizational priorities or Transformation Strategies.

Main Street Approach®

Space

- Design

Markets

- Promotion

Business

- Economic Vitality

Partners

- Organization

Promotion

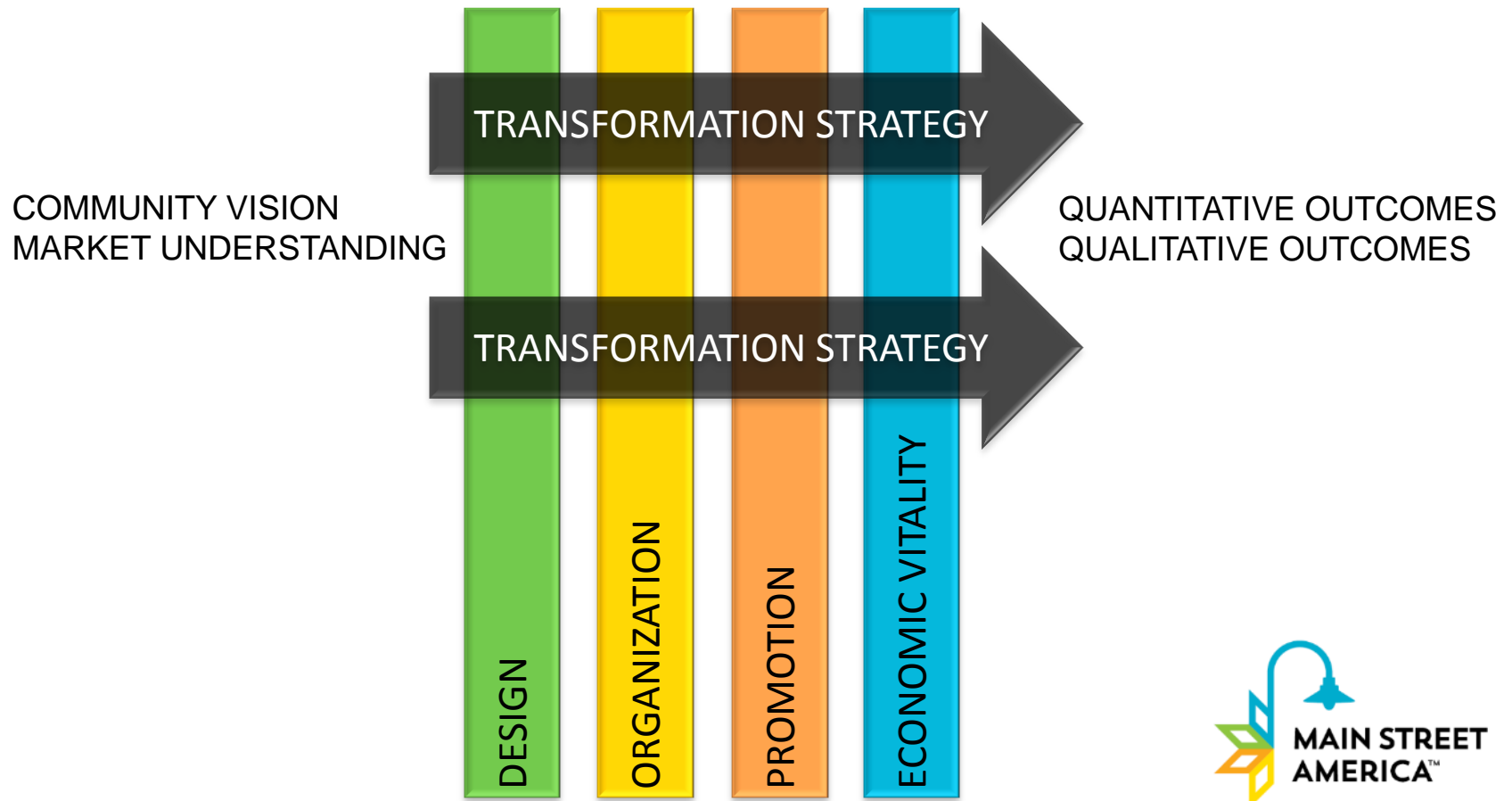
- Selling the image and promise of downtown
- Marketing the district's uniqueness
- Forging a positive image through advertising, retail promotional activity, special events, and marketing campaigns



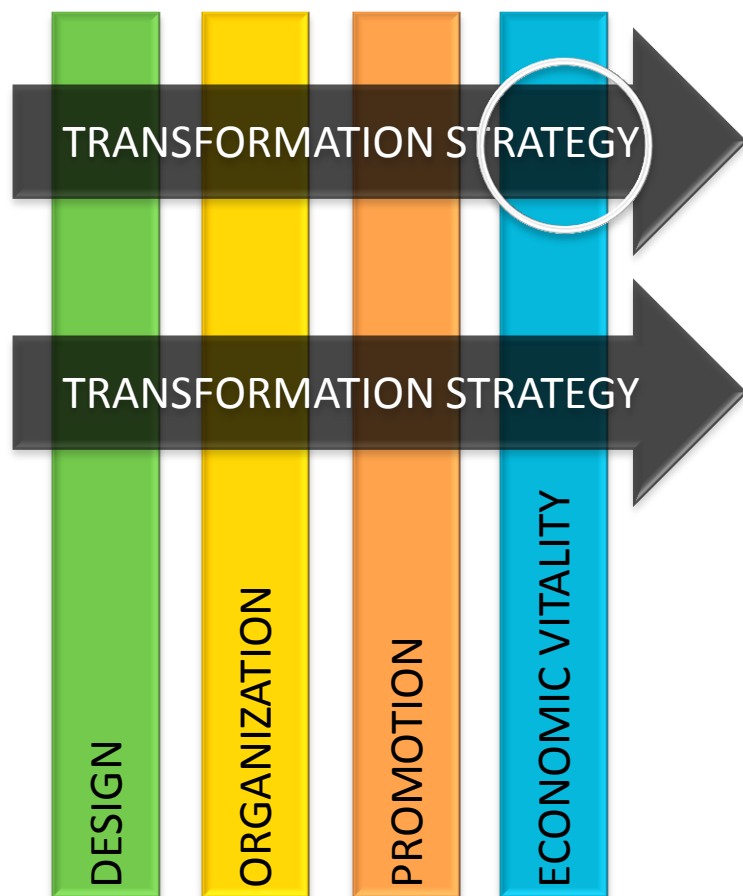
Promotion

- Market-driven events
 - Special Events/Image
 - Create reasons for people to come downtown through heritage, holiday, and social events
 - Business Promotions
 - Getting customers in the doors and encouraging the cash registers to ring
- Fundraising (with Org)
 - Get people to open up their wallets

The Main Street Approach®



The Main Street Approach®



IMPLEMENTATION THROUGH 4 POINT
FRAMEWORK + OUTCOMES:

- ACTIVITIES
- RESPONSIBILITY
- BUDGET
- FUNDING
- TIMELINE
- METRICS

Sample Transformation Strategy: TOURISTS + TOURISM



Focuses on developing amenities and retail services that people need while traveling – dining, convenience items, lodging options, and a need for clear way-finding to parking and attractions, and online and printed guides to businesses.

**Way-
finding
System**

**Regional
tourism
coalition**

**Develop
guide to
local
attractions**

**Visitor
intercept
survey**

Transformation Strategy: Tourism

DESIGN

ORG

PROMO

**ECONOMIC
VITALITY**

Light Up the Tracks - Ashland

- Purpose – Attract visitors to downtown to view businesses illuminated with holiday lights
 - Annual event, runs from first Saturday in Dec. through New Year's Day
- Strategy – retail promotion
- Partnerships – 200 volunteers, local nursery sponsor
- 5000 attendees for kickoff



We Be Jammin' - Franklin

- Purpose – Major fundraiser for the Main Street org.
 - Weekly event (concert series), runs from May to August
- Strategy – bring people downtown, low cost entertainment for citizens
- Partnerships – City, sponsors, volunteers
- 600-800 attend
- Net profit of \$21,900 in 2017

WBJ 2017
webejammin.com



Icebreaker

1. In pairs, introduce yourself and answer one question
 - **What is your Main Street program's most impactful event and why?**
2. 10 minutes
3. Report back, introducing your new friend and a quick event description for one of the events

General Main Street mission – Purpose is to create an authentic Main Street and a vibrant downtown business environment.

Before the event

- “It is a magical partnership of the person with their head in the clouds and the person with their feet on the ground that creates progress.” –Simon Sinek

Before the event

- Every organization has their own way/process for planning events.
- As a group, let's come to a consensus on a process, inception to the day of the event.
- In groups at your table, using the Post-its, rough out 10 steps for planning a successful event.
 - One step per Post-it, record "like a bumper sticker", brief and clear.
 - 10 minutes



10 Steps to a Successful Event

- 1. Determine the Purpose for the Event:** It's important to know the "why" before you get too deep into the planning.
- 2. Identify the Target Audience:** It's valuable to recognize the audience that will be included and make sure you plan accordingly.
- 3. Develop Goals:** What do you hope to achieve? What would make the event considered a success? Are there attendance goals? Develop your goals and steps to achieve them.
- 4. Decide on a Date:** Check the larger "community" calendar. Consider holidays, vacations, and other traditions. Ideally, major events take 4-6 months of planning.

10 Steps to a Successful Event

5. **Enlist a Team:** Enlist folks who have varying skills. Be careful to not enlist folks “just like you.” Do that, and you’ll find yourself sinking at the end.
6. **Plan the Event:** Failure to plan is a plan to fail! This is the time to get detailed. Be creative and consider delegating specific details to your team:
 - Agenda/Schedule
 - Venue
 - Activities
 - Decorations
 - Food
 - Entertainment
 - Awards
 - Equipment/Supplies
 - Marketing
7. **Develop a Budget:** Line item budgeting based on detailed planning is best. Don’t guess, that seldom works. Often this is where a good event goes bad, quickly.

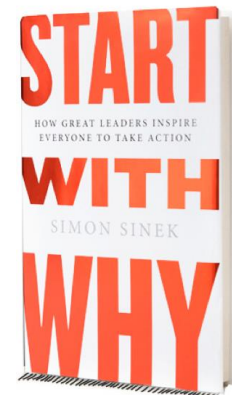
10 Steps to a Successful Event

8. **Create a Timeline:** Take the time to chart it all out. Include essential decisions and progress reports to reach the goals. Communicate to everyone involved the timeline and team members expectations.
9. **Market the Event:** Identify effective methods for communicating the event and don't forget social media (but don't fully rely on it either). Use your brand and theme for memorable promotion.
10. **Evaluate the Event:** Be honest with yourself and allow for honesty from team members and participants. If it didn't work, admit it, remember it, and put it writing. Evaluate and learn.

#1 Determine the purpose of the event - Start with “Why”

- “Those who know WHAT they do tend to work harder. Those who know WHY tend to work smarter”.
- Simon Sinek, author of *Start With Why: How Great Leaders Inspire Everyone to Take Action*

<https://www.youtube.com/watch?v=IPYeClXpxw>



The Golden Circle

WHAT

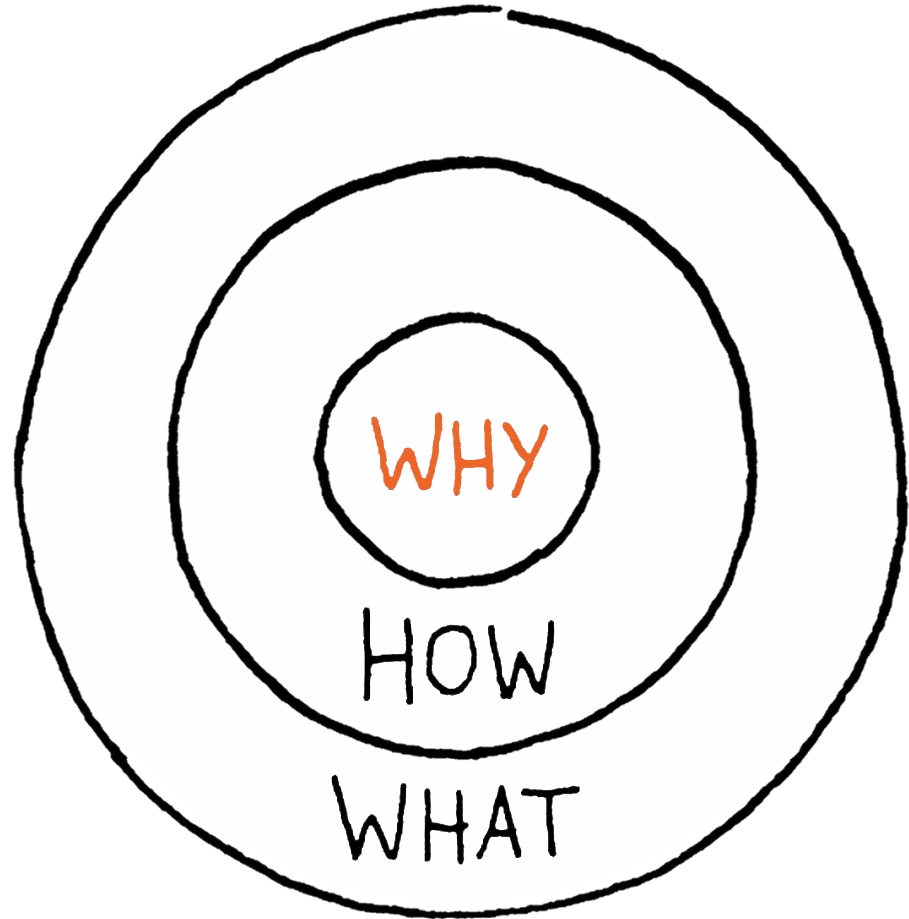
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



**"People don't buy what you do,
they buy why you do it."**

- Simon Sinek

Why “why”?

- It motivates, persuades, compels your audience to support your vision/mission
- Cuts through competition, moves people to action, connects people to your cause and ultimately builds stronger relationships
- Prompts the organization choose more impactful activities (adds guardrails)

REV Birmingham Mission Statement

What > How > Why

- REV is an economic development organization. We exist to serve as a catalyst for the growth and vibrancy of Birmingham's City Center and Neighborhoods.

Why > How > What

- We believe Birmingham can be the most vibrant urban market in the Southeast, a place where everyone can realize their dreams. To make that happen, we create vibrant commercial districts – beautiful and safe place where people shop, work, play and enjoy life every day.



EAT LOCAL. *Support* LOCAL.

AUGUST 11-20, 2017

f t i s #BRW2017 | @BHAMRESTWEEK



BIRMINGHAM



URBAN FOOD
PROJECT

GREAT DISHES START HERE.



Photo: Michael Moore

- Food lovers enjoy sampling two and/or three course lunches or dinners from prix-fixe menus ranging from \$10, \$15, \$20, \$30 or \$40 per person – making it easy and affordable for everyone to enjoy a taste of Birmingham's diverse and flourishing culinary scene.
- Summer Restaurant Week is a 10-day culinary affair during August which features more than 70 restaurants and a host of uniquely themed interactive tasting experiences where you can sample delicious dishes, sip wines, local beers and cocktails while uncovering what Birmingham has to dish. Winter Restaurant Week works in much the same way, but on a smaller scale for 7 days in January.

REV Birmingham Restaurant Week – WHY?

- Birmingham Restaurant Week exists to celebrate and support the city's burgeoning restaurant scene - to make it easy and affordable for everyone to enjoy a taste of Birmingham's diverse and flourishing culinary scene.
- Restaurant Week events also aim to promote support for dining locations that buy and sell locally sourced food and ingredients. This helps cycle your hard-earned dollars back into the community, allowing restaurants to continue to offer the freshest local food.

How does this change your approach to Main Street program activities?

Why a special event?

- It supports our organizational mission
- It supports our Transformation Strategy
 - Customer - who do you want to attract?
 - Product – what do you want to attract them to?
- It will better compel the change that you vision for your Main Street

Tips of the Trade

- Quality NOT quantity!
- Media relationships make an enormous difference in events – Be easy to work with and full of the right information
- Communicate early and often with the municipal departments that you need help from or will work with
- Determine early if your event will be a one-time deal or an annual happening

Tips of the Trade

- ◉ Create a logo for your event
- ◉ Get more sponsorship money than you need
- ◉ Keep an ongoing list of things to do differently or additions to make next year
- ◉ Evaluate, evaluate, evaluate

Working Lunch

- After getting your delicious food, work with your table to complete the “Developing a New Special Event” worksheet.
- 45 minutes
- Report back at 12:30 PM

Day of the Event

- ◉ Do people know why they are there?
- ◉ Do they know who is putting on the event?
- ◉ Are you getting credit for it?
- ◉ Organizational presence at the event
 - ◉ What can you do to get more people involved?

Day of the Event

- ◉ Collect intercept surveys
 - ◉ Determine what you want to find out
 - ◉ Demographics
 - ◉ Community vision
 - ◉ Effectiveness
 - ◉ Learn where your participants are coming from
 - ◉ Helps determine economic impact
 - ◉ Helps with marketing strategy



Day of the Event

- Tips for Retailers
 - Keep business open during event
 - Special in-store sale/promotion during event
 - Offer “just looking” coupons
 - Offer to hold customers’ purchases
 - Hold an open house or in-store demonstration
 - Pay attention to your “curb appeal”
 - Have a sidewalk sale table
 - Build your mailing list



Day of the Event

- Use the event as a talent recruitment tool
 - Positioning: who are you after?
 - Tourists
 - New residents
 - Young professionals, baby boomers, artists?
 - Existing residents
 - New business owners
 - New industries



Day of the Event

- Use the event to engage new audiences
 - Foster a sense of pride and ownership
 - Listen to what they need/want
 - Base promotions on TS/goals



After the event

- Evaluation – What do you evaluate? Why do you evaluate?
- Did we accomplish our goals?

Wrap Up

- Breakthrough Ideas?
- Questions/Comments?
- Community Tour!